Ephemera / Dade Co. Miami Beach Hotels

DIRECTLY ON THE OCEAN

THE WORLD FAMOUS

RONEY PLAZA

HOTEL and SUN CLUB

22nd, 23rd, 24th STREETS, and COLLINS AVENUE

MIAMI BEACH 39, FLORIDA

Finest under the Sun

HOTELS

15 Acres of Resort Pleasure

a complete directory of the Roney Plaza's varied

ACTIVITIES AND SERVICES

1961

SCHINE HOTELS
Finest under the Sun

Welcome to the Roney!

If you detect a note of pride in my words of welcome to The Roney Plaza, you're right! We are very proud of the Roney. This world famous resort has been under continuous Schine management for over 15 years . . . and the Roney's grace, luxury and endless opportunities for enjoyment represent the highest ideals of our Hotel Division. Year after year, thousands of regular guests return to the Roney for the kind of refreshing vacation they can get nowhere else. Year after year, they express astonishment at the sweeping new concepts being realized here . . . at the constant improvements . . . at the zestful, lively spirit of enthusiasm and progress. Yes, progress is in the air at today's Roney. New Activity Rooms, a new complete golf course on our property, new delicacies on the menu, a new gymnasium, a new Sun Club program, a new health spa . . . constantly, our youthful, dynamic staff plans new programs and facilities for your pleasure. In the following pages you will catch a glimpse of all that the Roney Plaza offers you . . . more beauty, more pleasure, more facilities, more fun than any other resort in the world. It is with distinct pride that I bid you a warm "Welcome to The Roney!"

G. David Schine

G. David Schine, *President*

You'll love your Roney Way of Life!

In the midst of all the bustle of Miami Beach, the Roney Plaza stands like a carefree Garden of Eden . . . 15 acres of tropical gardens facing hundreds of yards of golden beach. You walk into a different world of tasteful elegance and charming informality . . . comfortable and friendly as a country estate. You're free to do just as you wish (and there's plenty to do) or do nothing at all. Stroll in the lush, cool gardens, splash in the huge pool, lie languidly in your spacious cabana . . . or fill your days with sports and exciting activities. For luncheon, it's the oceanfront Cabana Restaurant or Bamboo Room buffet . . . in the evenings, famous Candlelight Room cuisine. Then exciting entertainment brightens the night in the Bamboo Lounge. It's all yours . . . to savor and enjoy. You'll love every minute of your Roney way of life!

Golden Days, Brim Full of Fun...

The only private resort Golf Course on the ocean... and right in the heart of Miami Beach

Tennis on our 4 well-kept teniko courts Swimming in the blue Atlantic

or in our Olympic-sized pool Pitch and Putt Green Driving Cage Volleyball

Badminton Shuffleboard Diving Horseshoe Pitching Croquet

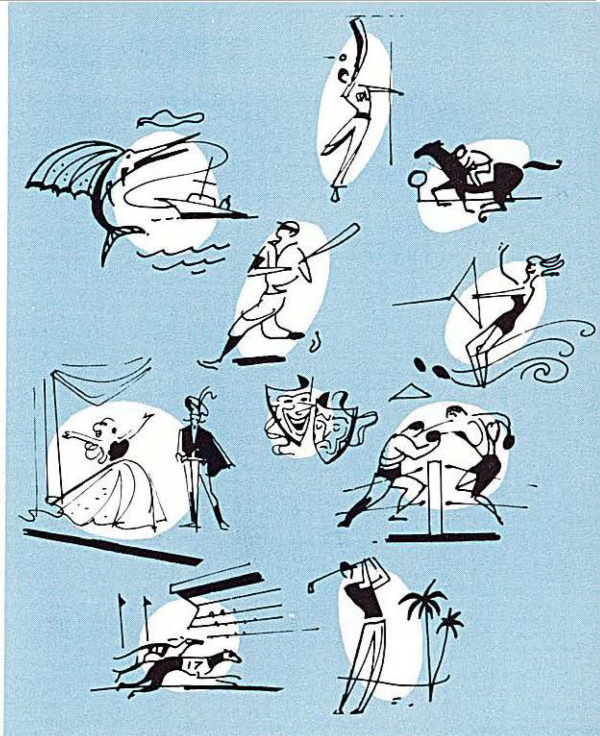
Sun Bathing or just laze on the widest, longest beach in Florida Skin Diving Water Skiing

Evenings Bright with Excitement

Bright, young entertainment nightly, Bamboo Room. Perfect cuisine in a romantic setting, Candlelight Room. Famous Sunday night buffet. Wednesday night steak roasts, colorful International Night dining. Dancing under stars. Only at the centrally located Roney are you literally within walking distance of almost all of Miami Beach's varied and brilliant attractions: Nightclubs • Theatres • Movies • Opera • Ballet • Concerts • Ice Shows • Smart Lincoln Road shops . . . plus all-star shows and Boxing, Wrestling and other sporting events at Miami Beach Auditorium, just 2 blocks away. And only minutes away by car are: • Horse races • Dog tracks • Trotting races • Jai-Alai • Baseball games • Basketball • All the night life of the world's most exciting vacation area.

THE STAFF WILL BE HAPPY TO MAKE ARRANGEMENTS FOR:

Florida's famous deep sea, fresh water and bone fishing • Golf at The Roney's affiliated 18-hole private course • Excursions • Sightseeing • Visits to Seaquarium • Inland water cruises • Duck and Quail hunting at Florida's unsurpassed preserves.



THE RONEY WORLD OF PLEASURE . . . AND ALL MIAMI BEACH AT YOUR FINGERTIPS. *See map below*

The All-new SUN CLUB ACTIVITY ROOMS...

Unique in the Resort World!

The Roney Plaza's new Activity Rooms stand alone in the resort world. Nowhere else will you find so many diversions, activities and facilities for pleasure coordinated into so complete a center . . . and with such a varied program of special events. **GYMNASIUM:** Complete with sun lamp, reducing machines, Conturella Table, all the most advanced exercise machines and workout equipment. **BILLIARD ROOM:** With a beautifully crafted professional Brunswick table, fit for a grand tournament. **PING PONG ROOM:** Regulation equipment and plenty of space for a rousing match. **HI-FI ROOM:** Featuring a fine, late-model instrument and an exciting collection of popular, classical and jazz records. **LECTURE & TV ROOM:** Lectures, book reviews, classes and meetings are regularly scheduled . . . and it's an informal spot to catch the latest news or your favorite program. **LITTLE CINEMA:** Watch for top films and unusual special features. **MAKEUP ROOM:** Demonstrations by well known beauty experts. **ARTS & CRAFTS ROOM:** Complete facilities and interesting classes in arts and crafts, sketching, modeling, finger painting. **CHILDREN'S PLAY ROOM:** Toys and games of every description, blackboards and creative materials, crib and baby care facilities . . . all under experienced supervision.

The Sun Club Activity Rooms, just completed, are for your pleasure . . . enjoy them as often as you like!

DINING IS ALWAYS AN ADVENTURE AT THE RONEY

Breakfast	Ivy Terrace	7:30 A.M. to 11:00 A.M.
	Room Service	7:30 A.M. to 11:00 A.M.
	or you may order the night before	
Luncheon	Fabulous Buffet in the Bamboo Room	Noon to 2:30 P.M.
	Cabana Restaurant overlooking the ocean	From 11:00 A.M.
	Cabana Service	From 11:00 A.M.
	Room Service	11:00 A.M. to 6 P.M.
Cocktails	Cabana Bar	From 11:00 A.M.
	Cabana Service	From 11:00 A.M.
	Bamboo Room	Noon to 3:00 A.M.
	Complimentary hors d'oeuvres	5:30 P.M. to 7:00 P.M.
	Room Service: Beverages	11:00 A.M. to 2:00 A.M.
Dinner	Candlelight Room	6:00 P.M. to 9:00 P.M.
	Room Service	6:00 P.M. to 9:00 P.M.
	Bamboo Room Snacks	10:00 P.M. to 2:00 A.M.
	Room Service: Snacks	10:00 P.M. to 2:00 A.M.
	Sunday night: Candlelight Buffet	6:00 P.M. to 9:00 P.M.
	Wednesday night: Outdoor Steak roast Entertainment	6:00 P.M. to 9:00 P.M.

Entertainment Nightly in the Bamboo Room

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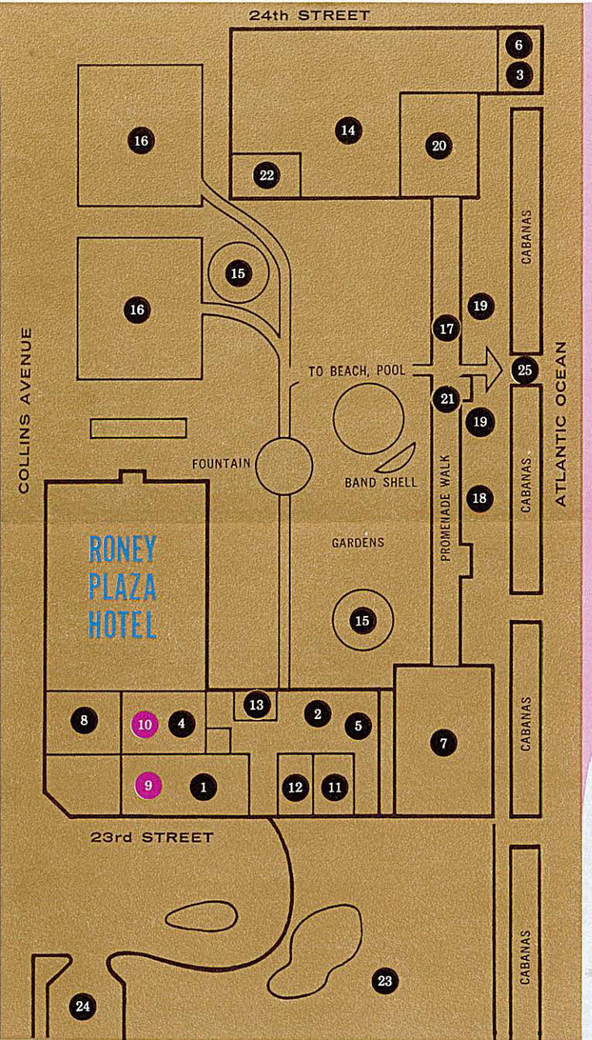


The Wonderful World of the Roney

RESTAURANTS

1. Ivy Terrace
   Main Lobby Floor
2. Bamboo Room (luncheon)
   Lower Lobby
3. Cabana Restaurant
4. Candlelight Room
   Main Lobby Floor

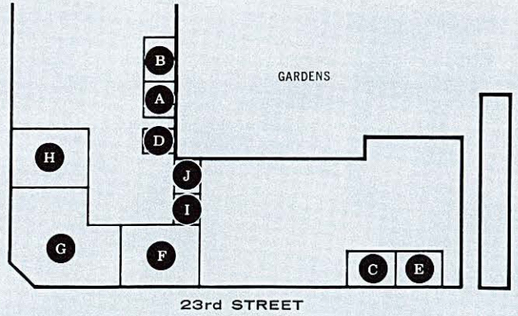
COCKTAIL LOUNGES

5. Bamboo Room
   Lower Lobby
6. Cabana Bar

MEETING ROOMS

7. Ocean Lounge and Terrace
   Main Lobby Floor
8. Imperial Room
   Main Lobby Floor
9. Card Room, Mezzanine
10. TV Room, Mezzanine
11. Executive Office, Lobby Level
12. Sales Office, Lobby Level
13. Bell Captain, Main Lobby
14. Full Olympic Swimming Pool
15. Putting Greens
16. Tennis Courts
17. Ping Pong, Promenade Walk
18. Shuffleboard, Promenade Walk
19. Children's Playground
20. Sun Club Activity Rooms
    Billiards
    Ping Pong
    Gymnasium
    Makeup Room
    Arts and Crafts Room
    Little Cinema
    Lecture and TV Room
    Hi-Fi Room
    Children's Play Room
21. Solarium and Massage Rooms
22. Sun Club Lockers and Showers
23. Golf Course
24. Parking
25. Cabana and Beach Entrance
    (to Cabana Restaurant and Bar)

FAMED SHOPS AT THE RONEY

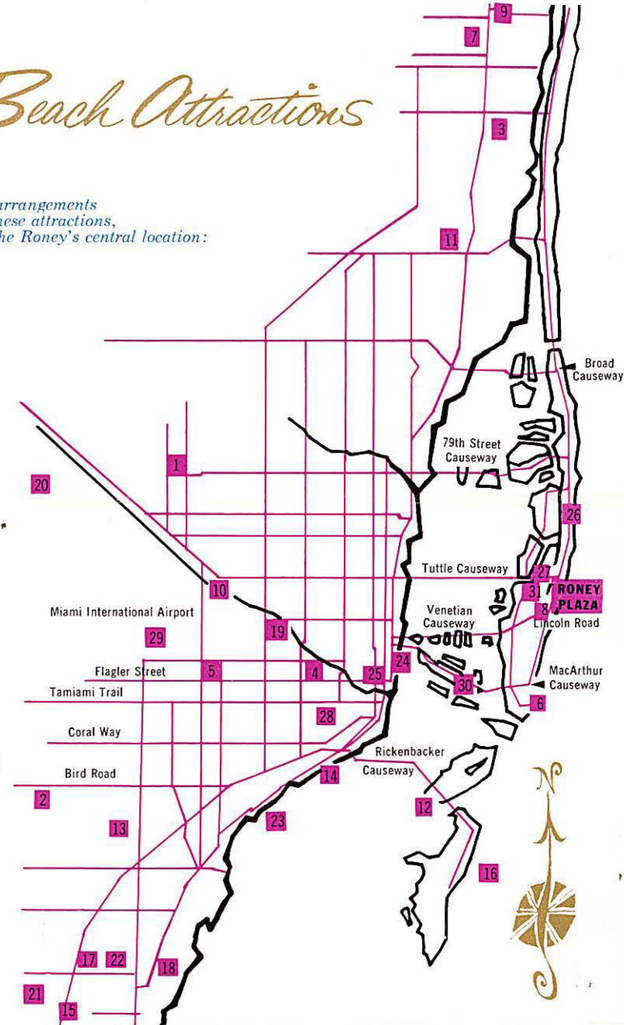


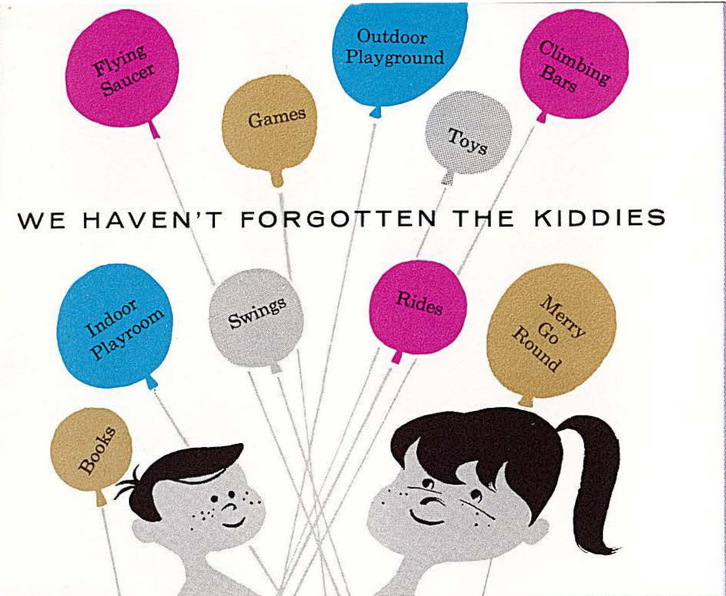
A. Barber Shop and Manicurist
B. Beauty Salon
C. Camera Shop
D. Dance Studio
E. Dress Shop
F. Sportswear and Cruise Shop
G. Men's Clothing and Haberdashery
H. Fruit and Candy Shop
I. Newsstand and Tobacco Shop
J. Portraiture

Miami Beach Attractions

The hotel staff will make arrangements and direct you to any of these attractions, only a few minutes from the Roney's central location:

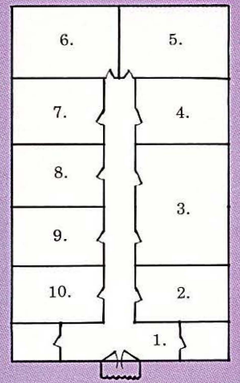
1. Hialeah Race Track
2. Tropical Race Track
3. Gulfstream Race Track
4. Orange Bowl
5. West Flagler Kennel Club
6. Miami Beach Kennel Club
7. Hollywood Kennel Club
8. Miami Beach Auditorium and Exhibition Hall
9. Dania Jai Alai Palace
10. Miami Jai Alai Fronton
11. Spanish Monastery
12. Seaquarium
13. Lowe Art Gallery
14. Vizcaya Museum
15. Serpentarium
16. Crandon Park Zoo
17. Rare Bird Farm
18. Fairchild Tropical Garden
19. Musa Isle Indian Village
20. The Mysterious Everglades (30 min. by car)
21. Monkey Jungle
22. Parrot Jungle
23. Dinner Key Marina
24. Fishing Cruisers
25. The Schine McAllister Hotel and El Centro de las Americas
26. The Gulf Stream Hotel, Apartments and Villas
27. Greyline Sightseeing Boats
28. Miami Museum of Science and Natural History
29. Miami Airport
30. Public Heliport
31. Affiliated 18-hole private golf course



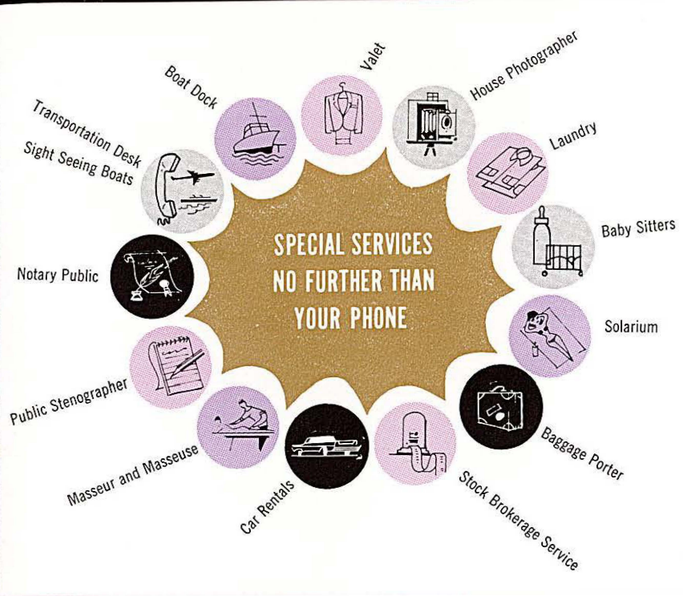


Roney Plaza Sun Club Activity Room

A World of Pleasure Under One Roof



1. Receptionist
2. Billiard Room
3. Gymnasium
4. Arts and Crafts
5. Children's Play Room
6. TV and Lecture Room
7. Hi-Fi Room
8. Little Cinema
9. Make Up Room
10. Ping Pong Room



Private Parties — **Banquets** — **Weddings** — **Conventions** — **Meetings**

Ballroom — accommodates 1000, can be flexibly arranged for smaller groups.

Imperial Room	300	Conference Room A	40
Candlelight Room	200	Conference Room B	40
Ocean Lounge	200	Conference Room C	40
Cardinal Room	175	TV/Conference Room	80

For arrangements, please call our Sales Manager or Maitre d'Hotel
Miami Beach, Florida JEfferson 1-6011

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We invite you to join the select group who enjoy the prestige and convenience of a Schine Credit Card. Your Schine Credit Card establishes your credit responsibility at a glance. Use it when entertaining guests at any Schine Hotel or when you are travelling from coast to coast—it is a valued credit credential everywhere.

Note: No extra fee payment is involved when the Schine Credit Card is issued.

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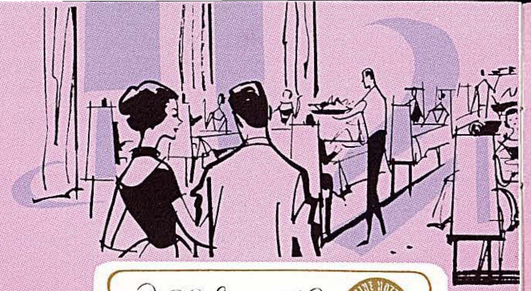

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The Schine Hotels

SCHINE HOTELS IS A DIVISION OF SCHINE ENTERPRISES INC.

J. Myer Schine *Chairman of the Board*
G. David Schine *President*

New York Office: 375 Park Avenue, New York
Florida Office: 120 24th Street, Miami Beach

THE AMBASSADOR HOTEL and Cocoanut Grove, Los Angeles, California

THE GIDEON PUTNAM HOTEL, Saratoga Springs, New York

THE GULF STREAM HOTEL, Apartments & Villas, Miami Beach, Florida

THE SCHINE NORTHAMPTON INN, and Wiggins Tavern, Northampton, Mass.

THE RONEY PLAZA HOTEL and Sun Club, Miami Beach, Florida

THE SCHINE AIRPORT HOTEL and Motor Inn, Bradley Airfield, Conn. between Springfield, Mass. and Hartford, Conn.

THE SCHINE McALLISTER HOTEL and El Centro de las Americas, Miami, Florida

THE SCHINE QUEENSBURY INN, Glens Falls, New York

THE SCHINE WESTERN SKIES HOTEL, Albuquerque, New Mexico

THE SCHINE INN at Chicopee, Massachusetts, Exit 6 on Mass. Turnpike

THE SCHINE INN at Massena, New York

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HOTEL and SUN CLUB

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